

# GrayMatterz

THE ZIMMERMAN GROUP, INC.

*Marketing/Consulting*

NOVEMBER 2008

## TIME TO CHECK YOUR BRAND STRATEGY

If there were a crystal ball, we'd all be craning to see into the future of this spinning global economy.

And while we don't know yet where we're heading, we — companies and individuals — are reexamining how to spend our precious dollars.

In this spirit, a critical step to take now is to check your brand strategy and ask the tough question, "Is your company's brand as strong as it can be?" You can't afford to be sending out a sloppy, disjointed series of messages.

Once you have a brand strategy statement that has been tested and agreed to internally, it's time to road test it with your external audiences. These questions, reprinted with permission from Second Wind, will help you get started.

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|---|-----|----|
| 1. Is it "true"? Does it match our company's brand personality? Is it believable?   | YES | NO |
| 2. Does it make the brand "real," and give it substance? Does it imbue a personality that customers can connect to?   | YES | NO |
| 3. Is it focused? Is it effective?  | YES | NO |
| 4. Is it distinctive? Can any competitors lay claim to the same position? Does it reposition the competition to give the company an advantage? Will it change the industry landscape? | YES | NO |



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|---|-----|----|
| 5. Does it have high value for company customers?<br>Will it motivate them?   | YES | NO |
| 6. CAN THE COMPANY "OWN IT," or is it vulnerable to competitors trumping it? Does it grow from something the company does very well? Can the company consistently deliver on its claim? | YES | NO |
| 7. Can it be all of the above over time? Will it endure?<br>Can it grow, adapt and change, but still be "true"?   | YES | NO |
| 8. Is it the most accurate and most deliverable claim the company can make?   | YES | NO |
| 9. IS IT MEMORABLE?   | YES | NO |
| 10. Are any competitors already using this positioning?   | YES | NO |

Your goal is to arrive at a brand strategy that is as distinctive and deliverable as you can possibly make it.

*One of my favorite client expressions of all time is "Are we drinking our own bath water?" That is, are we being honest in assessing ourselves? If you'd like an experienced, objective eye to help you examine your brand strategy – and then make sure that this strategy is integrated into every one of your touch points – call on us. We've got Brains for hire™.*